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Terms	Documents
L16 and @ad<=19990702	4

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DATE: Saturday, October 16, 2004 [Printable Copy](#) [Create Case](#)

<u>Set</u> <u>Name</u>	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
side by side			
<i>DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L17</u>	L16 and @ad<=19990702	4	<u>L17</u>
<u>L16</u>	L15 and (analy\$ with search\$ with (profil\$ or histor\$))	4	<u>L16</u>
<u>L15</u>	L14 or l4	1756	<u>L15</u>
<u>L14</u>	705/28,22,29.ccls.	661	<u>L14</u>
<u>L13</u>	L11 and ((profil\$ or histor\$) and search\$)	1	<u>L13</u>
<u>L12</u>	L11 and ((profil\$ or histor\$) same search\$)	0	<u>L12</u>
<u>L11</u>	L10 or l1	2	<u>L11</u>
<u>L10</u>	5966697.pn.	1	<u>L10</u>
<u>L9</u>	L8 and search\$.clm.	1	<u>L9</u>
<u>L8</u>	L7 and catalog\$	10	<u>L8</u>
<u>L7</u>	L5 and ((item\$ or product or goods) with (cho\$ or select\$) with (display\$ or show\$) with (quantit\$ or amount))	19	<u>L7</u>
<u>L6</u>	L5 and ((display\$ or show\$) with (quantit\$ or amount))	202	<u>L6</u>

L5 L4 and @ad<=19990702

863 L5

L4 705/26,27,27.ccls.

1192 L4

L3 L1 and (reuse\$ or history or save)

1 L3

L2 L1 and (web\$ or page)

1 L2

L1 5870717.pn.

1 L1

END OF SEARCH HISTORY

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

End of Result Set



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L9: Entry 1 of 1

File: USPT

Oct 12, 1999

US-PAT-NO: 5966697

DOCUMENT-IDENTIFIER: US 5966697 A

TITLE: System and method for secure transaction order management processing

DATE-ISSUED: October 12, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Ferguson; Julie S.	Austin	TX		
Fowler; Christopher L.	Round Rock	TX		
Estes; Risser C.	Austin	TX		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
ClearCommerce Corporation	Austin	TX			02

APPL-NO: 08/ 960970 [\[PALM\]](#)

DATE FILED: October 30, 1997

INT-CL: [06] [G06 F 15/20](#)

US-CL-ISSUED: 705/26; 705/21, 705/27, 235/375

US-CL-CURRENT: [705/26](#); [235/375](#), [705/21](#), [705/27](#)

FIELD-OF-SEARCH: 705/21, 705/26, 705/27, 235/375, 235/385, 186/61, 711/209

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	5319758	June 1994	Arai et al.	711/209
<input type="checkbox"/>	5434394	July 1995	Roach et al.	235/375
<input type="checkbox"/>	5752582	May 1998	Hayward	186/61

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
10105829	September 1996	JP	

OTHER PUBLICATIONS

Studio Archetype develops innovative on-line shopping site for Time Warner, Business Wire, Sanfracisco, Oct. 29, 1996.

ART-UNIT: 275

PRIMARY-EXAMINER: MacDonald; Allen R.

ASSISTANT-EXAMINER: Irshadullah; M.

ATTY-AGENT-FIRM: Skjerven, Morrill, MacPherson, Franklin & Friel, LLP Van Leeuwen; Joseph T.

ABSTRACT:

A system and method for shopping at a variety of different vendors easily and securely is disclosed. A user computer, a checkout processor, and one or more merchant computers are interconnected via a network. A user first selects a merchant and receives product information from the merchant. The user may select products from the merchant along with options for the selected items. When the user is finished shopping at a particular merchant, the user may select another merchant or checkout. At any time during the shopping or during checkout, the user may modify items previously selected by the user. When the user requests to checkout, product selection data is transferred to a secure central checkout processor and the checkout processor obtains order information from the user, performs review order processing, and then processes the order.

60 Claims, 21 Drawing figures

[Previous Doc](#) [Next Doc](#) [Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

End of Result Set



Generate Collection

Print

L9: Entry 1 of 1

File: USPT

Oct 12, 1999

DOCUMENT-IDENTIFIER: US 5966697 A

TITLE: System and method for secure transaction order management processing

Application Filing Date (1):

19971030

Brief Summary Text (5):

One of the major problems with the prior art is that users are frustrated with the time it takes to go shopping on the Internet. Much of the consumption of time stems from the fact that each conventional virtual store is typically designed like a traditional paper-based catalogue. Each virtual store typically has a way for customers to browse for items, select items they wish to purchase, and checkout using a credit card. Conventionally, the user is forced to go to each specific store and do the same set of activities over and over again. When the user wishes to checkout, he or she is typically shown a checkout screen requiring the user to fill in their name, address, phone number(s), electronic mail (e-mail) address, credit card information, and other information that the merchant may require. As there are no standards yet in place on the Internet, each merchant's checkout screen typically varies considerably from other merchants' checkout screens. This causes the user additional confusion and frustration.

Detailed Description Text (44):

When the user wants to purchase or checkout the items selected, the user selects "order now." An order display screen shown in FIG. 9F is then displayed. In the illustrated embodiment, the order display screen includes three sections: a list of the selected products, required fields and additional information. The list of selected products displays the products selected by the user so that the user is sure of the exact selections entered by the user. The information displayed includes the quantity, code, description, options, unit price and total amount for each item selected. A subtotal is also displayed for the total of all the items selected at the various merchants. The required field section asks the user to enter pertinent information such as name, e-mail address, credit card number and credit card expiration date. This information may be used to perform a credit card transaction. The additional information section includes billing address, shipping address and telephone numbers. Additional fields are included to identify where the user heard about the electronic shopping system and user comments. When the user has finished entering the information on the order form, the user selects "review order." If any information is omitted or incorrect information is detected, the user will be prompted to re-enter the erroneous or omitted information. In an alternative embodiment, the user could also be allowed to remove items or modify options or quantity for any of the items displayed. The electronic shopping system then completes the transaction, notifies the merchant of the selected products and provides a receipt to the user.

Current US Original Classification (1):

705/26

Current US Cross Reference Classification (3):

h e b b g e e f c e b

e ge

705/27

CLAIMS:

10. The method of claim 1, wherein said receiving input from the user includes receiving input from the user which operates to select a search engine for searching for one or more products;

wherein the method further comprises the search engine obtaining product information from one or more merchant computers associated with one or more merchants;

wherein said transferring product information includes transferring said product information from said one or more merchant computers to the user computer system;

wherein said displaying product information includes displaying said product information from said one or more merchant computers.

11. The method of claim 10, wherein said search engine is operable for searching for one or more products from a plurality of different merchants.

26. The method of claim 21, wherein said receiving comprises receiving input from the user which operates to select a search engine for searching for one or more products;

wherein the method further comprises the search engine obtaining product information from one or more merchant computers associated with one or more merchants;

wherein said transferring includes transferring said product information from said one or more merchant computers to the user computer system;

wherein said displaying includes displaying said product information from said one or more merchant computers.

27. The method of claim 26, wherein said search engine is operable for searching for one or more products from a plurality of different merchants.

50. The network computer system of claim 47, wherein the means for receiving input from the user includes means for receiving input from the user which operates to select a search engine comprising means for searching for one or more products;

wherein the means for searching for one or more products further includes means for the search engine to obtain product information from one or more merchant computers systems;

wherein the means for transferring the product information from the merchant computer system to the user computer system includes means for transferring the product information from the plurality of merchant computer systems to the user computer system; and

wherein the means for displaying the product information on the display screen of the user computer system comprises means for displaying the product information from the plurality of merchant computers systems.

57. The computer readable medium of claim 54, wherein the means for receiving input from the user which operates to select product information from at least one selected merchant computer system comprises means for receiving input from the user which operates to select a search engine comprising means for searching for one or more products;

wherein the means for searching for one or more products further comprises means for the search engine obtaining product information from one or more merchant computers systems;

wherein the means for transferring the product information from the merchant computer system to the user computer system includes means for transferring the product information from the plurality of merchant computer systems to the user computer system; and

wherein the means for displaying the product information on the display screen of the user computer system comprises means for displaying the product information from the plurality of merchant computers systems.

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#) [Previous Doc](#) [Next Doc](#) [Go to Doc#](#)
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L1: Entry 1 of 1

File: USPT

Feb 9, 1999

US-PAT-NO: 5870717

DOCUMENT-IDENTIFIER: US 5870717 A

TITLE: System for ordering items over computer network using an electronic catalog

DATE-ISSUED: February 9, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Wiecha; Charles Francis	New York	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE	CODE
International Business Machines Corporation	Armonk	NY				02

APPL-NO: 08/ 558065 [PALM]

DATE FILED: November 13, 1995

INT-CL: [06] G06 F 153/00

US-CL-ISSUED: 705/26; 235/385

US-CL-CURRENT: 705/26; 235/385

FIELD-OF-SEARCH: 395/201, 395/226-228, 395/244, 379/91.01, 340/825.26-825.28, 340/825.33-825.35, 283/56, 235/378-381, 235/385, 902/22, 902/30-33, 705/1, 705/26-28, 707/1, 707/10, 707/200

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>4992940</u>	February 1991	Dworkin	235/383
<input type="checkbox"/> <u>5315504</u>	May 1994	Lemble	395/650
<input type="checkbox"/> <u>5319542</u>	June 1994	King, Jr. et al.	235/383
<input type="checkbox"/> <u>5570291</u>	October 1996	Dudle et al.	364/188
<input type="checkbox"/> <u>5576951</u>	November 1996	Lockwood	395/227

ART-UNIT: 271

PRIMARY-EXAMINER: Poinvil; Frantzy

ATTY-AGENT-FIRM: Kaufman, Esq. IBM Corporation; Stephen C. Scully, Scott, Murphy & Presser

ABSTRACT:

Current corporate purchasing procedures are labor-intensive and therefore costly. The system enables an employee who needs an item which must be ordered from a supplier to select the item from an electronic catalog displayed on a personal computer and submit an order for approval and processing directly, by-passing both the normal paper approvals and the manual verification of the order by the organization's Purchasing department. It achieves this by means of an electronic catalog accessible from the employee's own personal computer, and a computer network and associated services linking the enterprise to one or more suppliers.

6 Claims, 12 Drawing figures

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#) [Previous Doc](#) [Next Doc](#) [Go to Doc#](#)



Generate Collection

Print

L21: Entry 1 of 2

File: USPT

Dec 18, 2001

US-PAT-NO: 6331858

DOCUMENT-IDENTIFIER: US 6331858 B1

TITLE: Display terminal user interface with ability to select remotely stored
surface finish for mapping onto displayed 3-D surface

DATE-ISSUED: December 18, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Fisher; Kim J.	Ipswich			GB

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE	CODE
British Telecommunications public limited company	London			GB		03

APPL-NO: 09/ 077604 [\[PALM\]](#)

DATE FILED: June 2, 1998

FOREIGN-APPL-PRIORITY-DATA:

COUNTRY	APPL-NO	APPL-DATE
GB	9707704	April 16, 1997

PCT-DATA:

APPL-NO	DATE-FILED	PUB-NO	PUB-DATE	371-DATE	102(E)-DATE
PCT/GB98/01022	April 7, 1998	WO98/47106	Oct 22, 1998	Jun 2, 1998	Jun 2, 1998

INT-CL: [07] [G09](#) [G](#) [5/00](#)

US-CL-ISSUED: 345/582; 705/26, 705/27

US-CL-CURRENT: [345/582](#); [705/26](#), [705/27](#)

FIELD-OF-SEARCH: 345/418, 345/419, 345/429, 345/430, 345/431, 345/432, 345/425,
345/473, 345/474, 345/339, 345/335, 345/572, 345/582, 345/587, 345/619, 345/620,
345/719, 345/738, 705/26, 705/27, 707/530, 707/540, 707/3, 707/4, 707/102, 707/104,
707/5, 707/6, 707/10, 707/513, 707/501, 709/217-219

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>5495576</u>	February 1996	Ritchey	395/125
<input type="checkbox"/> <u>5729471</u>	March 1998	Jain	345/419
<input type="checkbox"/> <u>5764241</u>	June 1998	Elliott	345/433
<input type="checkbox"/> <u>5880733</u>	March 1999	Horvitz	345/343
<input type="checkbox"/> <u>5920261</u>	July 1999	Hughes	340/572
<input type="checkbox"/> <u>5977978</u>	November 1999	Carey	345/419
<input type="checkbox"/> <u>5986675</u>	November 1999	Anderson	345/473
<input type="checkbox"/> <u>6018748</u>	January 2000	Smith	707/501
<input type="checkbox"/> <u>6167378</u>	December 2000	Webber	705/8
<input type="checkbox"/> <u>6189019</u>	December 2000	Blumer	345/357

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
0468126 A	January 1992	EP	
0794517 A	September 1997	EP	
2702291 A	September 1994	FR	
96 03717 A	February 1996	WO	
97 15889 A	May 1997	WO	

OTHER PUBLICATIONS

Certain et al, "Internactive Multiresolution Surface Viewing", Computer Graphics Proceedings 1996 (Siggraph), New Orleans, Aug. 4-9, 1996, Aug. 4, 1996, Association for Computing Machinery, pp. 91-98, XP000682725.

ART-UNIT: 262

PRIMARY-EXAMINER: Luu; Matthew

ASSISTANT-EXAMINER: Sajous; Wesner

ATTY-AGENT-FIRM: Nixon & Vanderhye P.C.

ABSTRACT:

A user interface on a display terminal, such as a personal computer, includes a 3D display region which shows a scene incorporating a number of objects, such as items of furniture. A surface finish selector is also displayed and is used to select a surface finish from a number of alternatives. In the case of items of furniture, these finishes may correspond to different fabrics for upholstery. A surface texture data for a selected finish is automatically downloaded from a remote source and mapped onto the object in the 3D scene. In a preferred implementation, the surface finish selector is a frame of a web page and generates control data which is passed to another frame containing the 3D scene together with movement controls for changing the viewpoint in the scene.

33 Claims, 5 Drawing figures

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

Generate Collection

[Print](#)

L21: Entry 1 of 2

File: USPT

Dec 18, 2001

DOCUMENT-IDENTIFIER: US 6331858 B1

TITLE: Display terminal user interface with ability to select remotely stored surface finish for mapping onto displayed 3-D surface

Application Filing Date (1):

19980602

Brief Summary Text (5):

Computer art systems have the capability to "flood" a color or pattern within the boundary of a closed area displayed on a computer screen. Hitherto, conventional on-line catalogs have typically relied upon an arrangement analogous to that in a traditional showroom including, for example, photographs of a product in one selected finish together with details of alternative finishes.

Brief Summary Text (14):

The present invention provides a display terminal designed to facilitate on-line access, for example, to the catalogue of a furniture retailer. In real life, a furniture retailer may offer, for example, a dozen different sofas, each available in a number of different fabrics. Typically, the retailer will have on display in a showroom one example of each sofa in one fabric. The display sofa may be located in a set intended to represent a domestic interior. The customer is then shown fabric swatches and has to imagine what the sofa would look like in different materials in its intended setting. Just as in real life limitations of space prevent a retailer including in a showroom all the different possible permutations of shape and fabric, so also in conventional ~~on-line catalogues~~, limitations of storage space and connection bandwidth have made it impractical to display directly the entire range. Hitherto, such on-line catalogues have typically relied upon an arrangement analogous to that in the showroom, including, for examples, photographs of a product in one selected finish, together with details of alternative finishes.

Brief Summary Text (15):

The present invention overcomes these limitations by providing a 3-dimensional display of the relevant product, together with a display of sample finishes, and then downloading from a remote source the data which is needed in order to map the selected finish onto the product in the 3-dimensional display. This allows the user to see directly and realistically any or all of the different combinations of product and fabric. This is made possible without unduly heavy demands on the storage capacity or bandwidth of the terminal, since typically only one selected finish need be downloaded at a time and the amount of data required to display a 2D sample of a finish is very much less than that required for a complete 3D texture map.

Detailed Description Text (2):

A display terminal comprises a personal computer 1. The personal computer includes a cathode ray tube (CRT) monitor 2 and a mouse 3. In this example, the personal computer includes an Intel 166 MHz Pentium MMX (Trademark) processor, together with regions of RAM and a hard disk mass storage device. The personal computer is connected via modem 4 and the PSTN (public switched telephone network) to an Internet Service Provider (ISP). A web browser, such as Microsoft Corporation's Internet Explorer (Trademark) runs on the processor of the personal computer 1, and

in combination with the plug-in application described below, is responsible for generating a display on the monitor, and for interpreting input from the user. Using the web browser, the user accesses a web server 6 which, in this example, is maintained by a furniture retailer, and includes a product catalogue. The web server 6 then returns to the web client on the personal computer 1 a web page which has the format illustrated in FIG. 2. In this Figure, the different file names are included for ease of understanding, although normally such file names would not appear explicitly in the display. The top level document returned by the server 6 is, in this example, a file named BT.htm. This HTML file includes in turn two other web pages. A first web page, pinefin5.htm is displayed in a frame on the right hand side of the screen. This page includes a 3-dimensional virtual reality display of a domestic interior.

Detailed Description Text (6):

The 3D scene displayed in the right hand side frame includes a number of products from the catalogue of the retailer. In the present example, these objects include an upholstered chair, a carpet and curtains. Each of these objects is available in different fabrics. Initially these objects are displayed using a default fabric selection for each product. The SVR file includes an object for reading and displaying texture information. This object opens a file containing texture data, saves the data temporarily as a GIF file on the hard disk of the personal computer 1, and then maps the texture onto a selected object displayed in the 3D scene, using the "Texture" argument of the "LSprite" function defined in the SCL language.

Detailed Description Text (7):

A second web page, Home.htm is displayed in a frame on the left hand side of the screen. This contains a display of 2D samples or swatches of fabrics or materials which are available for the products displayed in the right hand frame. A form linked to a search engine may be included, to allow the customer to select a fabric sample by name. Alternatively, the user can scroll through all the available samples. Marker icons are displayed beside each sample. The marker icons identify objects in the 3D scene. The top left hand sample in this frame is shown as an enlarged detail in FIG. 3B. The relevant material is suitable for both curtains and for covering the upholstered chair. Accordingly, both a curtain marker 31 and a chair marker 32 are displayed with the sample. The user can select the fabric to be applied, for example to the chair, by clicking on the chair marker beside the fabric sample. The HTML document includes Javascript which detects the selection made by the user and sets the relevant marker parameter to a value which depends on which fabric was selected. This marker value is returned to the Viscape application where it is used to address an index of URL's (uniform resource locators) corresponding to texture data for different fabrics. A connection to the selected URL is then opened and the relevant texture file is downloaded and mapped onto the relevant object using the LSprite function, as described previously. The display of the 3D scene is immediately updated, so that the chair is shown finished in the newly selected fabric. This updating occurs automatically, without it being necessary to refresh the entire 3D frame.

Detailed Description Text (14):

Although described above in relation to an on-line furniture catalogue, it will be understood that the invention is applicable in a wide range of contexts. As a further example, manufacturers of high fidelity loudspeakers commonly offer their products in a wide range of wood veneers or other materials. The display in this case might include a 3D scene showing different speakers in a domestic setting, and a 2D display of samples of different veneers and materials which, when selected by the user, are mapped onto the speakers shown in the 3D scene.

Detailed Description Text (15):

As well as, or as an alternative to, using the left hand frame for the selection of surface finishes, it may be used to control the selection of objects for insertion

in the 3D scene. For example, the user may first generate an empty 3D interior based on measurements of a room. Subsequently the user may access the on-line catalogue of a furniture retailer and may select objects, such as a chair, which are then downloaded and inserted in the 3D scene using the same mechanism as that adopted for downloading textures in the preceding examples.

Current US Cross Reference Classification (1):
705/26

Current US Cross Reference Classification (2):
705/27

CLAIMS:

6. A user interface for a display terminal, the user interface comprising:

- a) a 3-dimensional display region including one or more displayed objects;
- b) a surface finish selector arranged to display to the user a plurality of alternative surface finishes for said one or more displayed objects, wherein each of the surface finishes is associated with a network address of data defining a surface finish;
- c) a user input device for selecting one of the plurality of alternative surface finishes;
- d) means responsive to the user input device for reading, from a source which is remote from the terminal, data for a surface finish selected by the user, and
- e) a display generator for mapping the selected surface finish onto the displayed object using the data;

wherein the surface finish selector is a first web page arranged to pass control data to a second web page including the 3-dimensional display region, and the second web page is arranged to import texture data from a network address determined by the said control data, and is arranged to map the said texture data onto a respective object in the 3-dimensional display region.

9. A method as in claim 8 in which the source of data for display comprises a trader's on-line catalogue, and the method includes importing a selected sample and/or importing said 3-dimensional environment, or importing parts of said 3-dimensional environment, from said on-line catalogue.

12. A method as in claim 10, in which the source of data for display comprises a trader's on-line catalogue, and the method includes importing a selected sample and/or importing the 3-dimensional environment, or importing parts of said 3-dimensional environment, from said on-line catalogue.

21. A user interface for a display terminal as in claim 18, in which:

the source of data for display comprises a trader's on-line catalogue, and the user interface is capable of importing a selected sample and/or importing said 3-dimensional environment, or importing parts of said 3-dimensional environment, from said on-line catalogue.

27. A user interface for a display terminal, the user interface comprising:

- a) a 3-dimensional display region including one or more displayed objects;
- b) a surface finish selector including a display of one or more samples of surface

finishes arranged to display to the user one or more alternative surface finishes for mapping onto at least one of said displayed objects, wherein each of the surface finish samples is associated with a network address of data defining a surface finish;

c) a user input device for selecting a surface finish sample;

d) means responsive to the user input device for reading data for a surface finish selected by the user, and

e) a display generator for mapping the selected surface finish onto the displayed object using the data;

wherein the surface finish selector is a first web page arranged to pass control data to a second web page including the 3-dimensional display region, and the second web page is arranged to import texture data from a network address determined by the said control data, and is arranged to map the said texture data onto a respective object in the 3-dimensional display region.

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

Refine Search

Search Results -

Terms	Documents
L18 and L6	2

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 IBM Technical Disclosure Bulletins

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Search History

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side by side			
<i>DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR</i>			
<u>L21</u>	L18 and l6	2	<u>L21</u>
<u>L20</u>	L18 and l7	0	<u>L20</u>
<u>L19</u>	L18 and l16	0	<u>L19</u>
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<u>L17</u>	L16 and @ad<=19990702	4	<u>L17</u>
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<u>L15</u>	L14 or l4	1756	<u>L15</u>
<u>L14</u>	705/28,22,29.ccls.	661	<u>L14</u>
<u>L13</u>	L11 and ((profil\$ or histor\$) and search\$)	1	<u>L13</u>
<u>L12</u>	L11 and ((profil\$ or histor\$) same search\$)	0	<u>L12</u>
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<u>L7</u>	L5 and ((item\$ or product or goods) with (cho\$ or select\$) with (display\$ or show\$) with (quantit\$ or amount))	19	<u>L7</u>
<u>L6</u>	L5 and ((display\$ or show\$) with (quantit\$ or amount))	202	<u>L6</u>
<u>L5</u>	L4 and @ad<=19990702	863	<u>L5</u>
<u>L4</u>	705/26,27,27.ccls.	1192	<u>L4</u>
<u>L3</u>	L1 and (reuse\$ or history or save)	1	<u>L3</u>
<u>L2</u>	L1 and (web\$ or page)	1	<u>L2</u>
<u>L1</u>	5870717.pn.	1	<u>L1</u>

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L4: Entry 1 of 1

File: USPT

Apr 25, 2000

US-PAT-NO: 6055573

DOCUMENT-IDENTIFIER: US 6055573 A

TITLE: Communicating with a computer based on an updated purchase behavior
 classification of a particular consumer

DATE-ISSUED: April 25, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gardenswartz; Will H.	Annapolis	MD		
Banker; David W.	Mt. Baldy	CA		
Goidel; Melissa B.	New York	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
SuperMarkets Online, Inc.	Greenwich	CT			02

APPL-NO: 09/ 226174 [\[PALM\]](#)

DATE FILED: January 7, 1999

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application claims priority from U.S.
 Provisional Application Ser. No. 60/114,462, filed Dec. 30, 1998, which is
 incorporated herein by reference .

INT-CL: [07] G06 F 13/00

US-CL-ISSUED: 709/224; 709/219, 709/223, 705/26

US-CL-CURRENT: 709/224; 705/26, 709/219, 709/223

FIELD-OF-SEARCH: 709/201, 709/202, 709/206, 709/217, 709/218, 709/219, 709/223,
 709/224, 705/26, 705/27, 705/10, 705/1, 707/10

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#) [Search ALL](#) [Clear](#)

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>4882675</u>	November 1989	Nichtberger et al.	
<input type="checkbox"/> <u>5056019</u>	October 1991	Schultz et al.	

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<input type="checkbox"/>	<u>5201010</u>	April 1993	Deaton et al.	
<input type="checkbox"/>	<u>5237620</u>	August 1993	Deaton et al.	
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<input type="checkbox"/>	<u>5283731</u>	February 1994	Lalonde et al.	
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0 822 535 A2	February 1998	EP	
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IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, Sep. 30, 1998.

In this Computer Age, Who Needs Coupons?, The New York Times, Jun. 15, 1989.sup.1.

ART-UNIT: 278

PRIMARY-EXAMINER: Vu; Viet D.

ATTY-AGENT-FIRM: Oblon, Spivak, McClelland, Maier & Neustadt, P.C.

ABSTRACT:

A method, system, and computer program product for delivering a targeted advertisement. A first identifier, such as a cookie, corresponding to the a first computer is received from the first computer. A targeted advertisement is delivered to the first computer in response to receiving the first identifier from the first computer. The targeted advertisement is based on the observed offline purchase history of a consumer associated with the first identifier. The invention includes the delivery of a promotional incentive for a consumer to comply with a particular behavioral pattern. The behavioral pattern may be a predefined change in purchase behavior or continuance of an established purchase behavior. The targeted advertisements sent to consumers may be changed and/or refined based on changes in consumers' purchase history behaviors.

12 Claims, 14 Drawing figures

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L4: Entry 1 of 1

File: USPT

Apr 25, 2000

DOCUMENT-IDENTIFIER: US 6055573 A

TITLE: Communicating with a computer based on an updated purchase behavior classification of a particular consumer

Detailed Description Text (2):

Referring now to the drawings, wherein like reference numerals designate identical or corresponding parts throughout the several views, and more particularly to FIG. 1 thereof, a system illustrative of the present invention is shown. The system includes stores 2, 4, 6; a purchase history database 8; a first computer 10; a telephone 11; a second computer 12; a registration server 14; an analytics unit 16; an advertiser's server 18; a wide area network (WAN) such as the Internet 20; various computers linked to the Internet 20, such as Web servers 22, 24, and computers 26, 28, for example; and an interactive voice response (IVR) provider 29.

Detailed Description Text (9):

The analytics unit 16 may be implemented using any desired structure such as a computer programmed to analyze purchase data (e.g., master records) received from the purchase history database 8. Thus, the analytics unit 16 may be programmed to receive purchase behavior criteria from a remote computer (e.g., the registration server 14 and/or the advertiser's server 18) and apply those criteria to the purchase data in the purchase history database 8 to classify consumers into one or more purchase behavior classifications. As shown, the analytics unit 16 communicates directly with the purchase history database 8, the registration server 14, and the IVR provider 29; however, the analytics unit 16 may also be connected to other remote computers (e.g., the advertiser's server 18) directly, via the Internet 20, or through any network.

Detailed Description Text (13):

It is emphasized that the system of FIG. 1 is for exemplary purposes only, as many variations of the hardware used to implement the present invention will be readily apparent to one having ordinary skill in the art. For example, the analytics unit 16 may incorporate the purchase history database 8. As another example, the registration server 14 may incorporate the advertiser's server 20. To implement these variations as well as other variations, a single computer (e.g., the computer 100 of FIG. 12) may be programmed to perform the special purpose functions of two or more of any of the devices shown in FIG. 1. On the other hand, two or more programmed computers may be substituted for any one of the devices shown in FIG. 1.

Detailed Description Text (20):

The targeted ad profile 446 is preferably generated by the analytics unit 16 or another device in close proximity to the purchase history database 8. However, the targeted ad profile may be generated by any suitable device including any of the other devices shown in FIG. 1 (e.g., the registration server 14). If desired, multiple targeted ad profiles may be generated for each consumer. Also, the targeted ad profiles may be updated as often as desired to capture consumers' behavioral changes, i.e., changes in purchase behavior classifications.

Detailed Description Text (39):

FIG. 8 is a flowchart showing how consumers are classified into one or more purchase behavior classifications based on their observed offline purchases and corresponds to step 506 of FIG. 5. In step 66, the advertiser's server 18 sends to the registration server 14 selected purchase behavior criteria and a list of cookie numbers corresponding to consumers who have registered through the advertiser's server 18. The purchase behavior criteria may be selected using any suitable technique for classifying consumer's observed purchase behavior. Possible techniques for determining purchase behavior criteria include pattern classification, cluster analysis, the use of criteria arbitrarily set by a marketing expert, and/or any other method of classifying consumers into one or more behavioral groups based on their observed offline purchase history. For example, the criterion for a class of "heavy Brand Z drinkers" may be defined as any consumer who has purchased Brand Z at least twice a year in the last month. As another example, the criterion for a class of "Brand Z loyalists" may be defined as any consumer who has purchased Brand Z at least once a month for the last nine months. Regardless of how different criteria are determined, the criteria are preferably based on information derived from marketing research. The purchase behavior criteria do not necessarily have to originate from the advertiser's server 18, but may originate from any suitable remote device such as the computer 26, the Web server 24, and/or the registration server 18.

Detailed Description Text (40):

In step 68, the registration server 14 generates a list of CIDs corresponding to the cookie numbers received from the advertiser's server 18. Thus, step 68 is a matching step in which the registration server identifies a subset of the total number of CIDs to be analyzed in the purchase history database 8. The registration server 14 may use the association table 40 generated in step 64 to identify the CIDs that correspond to the cookie numbers received in step 66.

Detailed Description Text (43):

In step 74, the analytics unit 16 sends to the registration server targeted ad profiles for each consumer identified in step 68. Each of the targeted ad profiles includes the consumer's CID and the purchase behavior classification(s) corresponding to that CID. The targeted ad profiles may be stored in a table such as an array or table of records, linked lists, or other suitable data structure.

Detailed Description Text (44):

In step 75, the registration server 14 modifies the targeted ad profiles received from the analytics unit 16 so that the CID for each targeted ad profile is replaced with the corresponding cookie number. To perform this function, the registration server uses the association table 40 to identify the cookie number corresponding to each CID.

Detailed Description Text (45):

In step 76, the registration server 14 sends the modified targeted ad profiles received from the analytics unit 16 to the advertiser's server 20. As discussed above, each targeted ad profile contains the cookie number and the purchase behavior classification(s) associated with a particular consumer. Information, including targeted ad profiles, received from the analytics unit 16 by the registration server 14 may sent to the advertiser's server 20 via any appropriate method, for example, over the Internet 18 or physically delivered on a portable computer readable medium.

Detailed Description Text (46):

Accordingly, in steps 66 through 76, the actual or observed purchase history of the consumers in the purchase history database 8 is analyzed, based on selected purchase behavior criteria, to identify a list of cookie numbers corresponding to consumers who meet the preselected purchase behavior criteria. Steps 66 through 76

may be repeated as necessary so that any number of servers maintained by various advertisers can provide the analytics unit 16 with purchase behavior criteria and cookie numbers of registered consumers (step 66) and receive targeted ad profiles or other purchase behavior information from the analytics unit 16 (step 76).

Detailed Description Text (55):

FIG. 10 is a flowchart showing how a value contract may be implemented. In step 1000, the analytics unit 16 searches the purchase history database 8 for consumers whose master records indicate that they are eligible for receiving a value contract offer. The eligibility of each consumer may depend on any desired factor(s) including the purpose of the contract, whether the consumer's observed offline purchase history meets certain criteria, and the consumer's response to previously delivered targeted advertisements including value contracts. As an example, assume the value contract will reward consumers who buy Brand Z soda twice a week. In this case, it may not be desirable to offer the value contract to consumers who are known Brand Z fanatics, i.e., consumers whose observed offline purchase histories indicate that they need no incentive to purchase large quantities of Brand Z soda. Therefore, the criteria used to determine the eligibility of consumers may be "any consumers who have made less than twelve purchases of Brand Z soda in the last six weeks," for example. As another example, the criterion may be "any consumers who made less than ten purchases of Brand Z soda, but more than 10 purchases of Brand X soda in the last six weeks."

Detailed Description Text (57):

In step 1004, the analytics unit updates each consumer's progress toward fulfilling the value contract based on the purchase history of the consumer in the purchase history database 8. The progress may be determined by monitoring the purchases by a particular consumer. The consumer may be identified by a frequent shopper or loyalty card, credit or debit card number, checking account number, or using any other identification. Each time a consumer whose identification can be determined makes a purchase, the items purchased along with the consumer's ID are stored in the purchase history database 8.

Detailed Description Text (70):

In step 1104, the analytics unit 16 classifies registered consumers by assigning each consumer a purchase history classification based on his or her offline purchase history. Step 1104 may be implemented similar to step 504 in FIG. 5. Each purchase history classification corresponds to a targeted message, and thus, each consumer is associated with a targeted message. If the targeted messages are IVR message, then they may be stored in the IVR provider 29, for example. If the targeted messages are to be delivered over a computer network such as the Internet 20, then the targeted messages may be stored on any computer connected to the Internet 20, for example, the advertiser's server 18.

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

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L13: Entry 1 of 1

File: USPT

Feb 9, 1999

DOCUMENT-IDENTIFIER: US 5870717 A

TITLE: System for ordering items over computer network using an electronic catalog

Detailed Description Text (4):

2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase.

Detailed Description Text (63):

Search: Keyword, Power Search (Attribute, Taxonomy).

Detailed Description Text (65):

This uses code from the Folder Editor and Search Engine, with additional functions, to enable Operations staff to:

Detailed Description Text (66):

Save subscription profiles;

Detailed Description Text (107):

1. An electronic catalog in a format that can be browsed, searched and ordered from, by a corporate employee with no training in Purchasing procedures;

Detailed Description Text (120):

Additional Order Manager functions may be enabled or disabled based on the login profile.

Detailed Description Text (133):

Based on index search.

Detailed Description Text (134):

Index search is launched with user's action on an icon represented by a magnifying glass.

Detailed Description Text (135):

Search by product type or manufacturer's name.

Detailed Description Text (200):

Search for specific groups of POs and purchase requests by Requester Name, Requester Date, and Request Number. The search results can be grouped into a chapter.

Detailed Description Text (255):

All changes are logged to the change history log, which can be viewed.

Detailed Description Text (258):
View budget history

Detailed Description Text (265):
User Profiles

Detailed Description Text (269):
Update current user profile

Previous Doc

Next Doc

Go to Doc#

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[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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L3: Entry 1 of 1

File: USPT

Feb 9, 1999

DOCUMENT-IDENTIFIER: US 5870717 A

TITLE: System for ordering items over computer network using an electronic catalog

Detailed Description Text (57):Save, import, and create templates;Detailed Description Text (66):Save subscription profiles;Detailed Description Text (147):Save the clipboard (to a file).Detailed Description Text (159):Save purchase request as clipboard.Detailed Description Text (255):All changes are logged to the change history log, which can be viewed.Detailed Description Text (258):View budget historyDetailed Description Text (344):These include the functions and actions to Get and Save data of predefined datatypes to the EPS Server.[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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☐ 1. Document ID: US 6119101 A

L17: Entry 1 of 4

File: USPT

Sep 12, 2000

US-PAT-NO: 6119101

DOCUMENT-IDENTIFIER: US 6119101 A

TITLE: Intelligent agents for electronic commerce

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KMC	Draw D
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☐ 2. Document ID: US 6055573 A

L17: Entry 2 of 4

File: USPT

Apr 25, 2000

US-PAT-NO: 6055573

DOCUMENT-IDENTIFIER: US 6055573 A

TITLE: Communicating with a computer based on an updated purchase behavior classification of a particular consumer

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KMC	Draw D
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☐ 3. Document ID: US 5982891 A

L17: Entry 3 of 4

File: USPT

Nov 9, 1999

US-PAT-NO: 5982891

DOCUMENT-IDENTIFIER: US 5982891 A

TITLE: Systems and methods for secure transaction management and electronic rights protection

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	KMC	Draw D
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☐ 4. Document ID: US 5915019 A

L17: Entry 4 of 4

File: USPT

Jun 22, 1999

US-PAT-NO: 5915019

DOCUMENT-IDENTIFIER: US 5915019 A

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L17: Entry 1 of 4

File: USPT

Sep 12, 2000

US-PAT-NO: 6119101

DOCUMENT-IDENTIFIER: US 6119101 A

TITLE: Intelligent agents for electronic commerce

DATE-ISSUED: September 12, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Peckover; Douglas L.	Dallas County	TX		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Personal Agents, Inc.	Dallas	TX			02

APPL-NO: 08/ 784829 [\[PALM\]](#)

DATE FILED: January 17, 1997

PARENT-CASE:

CROSS-REFERENCES TO RELATED APPLICATIONS This application is related to Provisional Patent Application Ser. No. 60/010,087, Filed Jan. 17, 1996. This application is also related to Provisional Patent Application Ser. No. 60/034,395, Filed Dec. 30, 1996.

INT-CL: [07] [G06 F 17/40](#), [G06 F 17/60](#), [G06 F 17/30](#)

US-CL-ISSUED: 705/26; 705/27, 705/10, 705/14

US-CL-CURRENT: [705/26](#); [705/10](#), [705/14](#), [705/27](#)

FIELD-OF-SEARCH: 705/10, 705/14, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
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supplied printed from world wide web site
"http://digicash.support.nl/publish/bigbro.html" on Apr. 3, 1997 (24 pages).
International Preliminary Examination Report dated Jan. 13, 1998 (PCT/US97/01057,
filed Jan. 17, 1997), 6 pages.

ART-UNIT: 275

PRIMARY-EXAMINER: MacDonald; Allen R.

ASSISTANT-EXAMINER: Myhre; James W.

ATTY-AGENT-FIRM: Wilson Sonsini Goodrich & Rosati

ABSTRACT:

A system for electronic commerce (10) having personal agents (12 and 13) that represent consumers and providers in a virtual marketplace (28). Consumer personal agents conceal the identity of the consumer and are capable of creating decision agents (14) that shop for products and assist consumers in comparing and ranking products. Provider personal agents are capable of creating demand agents (16) that quantify demand and target specific consumers without learning the identity of the consumers. Based on data generated by the activities of the decision agents and on preference data maintained by consumer personal agents, provider personal agents can quantify current, historical, and future demand, simulate demand, and target specific consumers for advertising and other messages. Provider personal agents can cooperate with consumer personal agents to collect data about reasons for sales and lost sales and to offer consideration payments to consumers. Consumer personal agents can automatically reject unsolicited messages that do not satisfy the consumer's preferences.

57 Claims, 56 Drawing figures

[Previous Doc](#) [Next Doc](#) [Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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L17: Entry 1 of 4

File: USPT

Sep 12, 2000

A

DOCUMENT-IDENTIFIER: US 6119101 A

TITLE: Intelligent agents for electronic commerce

Application Filing Date (1):19970117Current US Original Classification (1):705/26Current US Cross Reference Classification (3):705/27

CLAIMS:

40. The method of claim 38 wherein said searching by said provider agents is restricted to historical data within said persistent market data, and said analyzing quantifies historical consumer demand.

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#) [Previous Doc](#) [Next Doc](#) [Go to Doc#](#)

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L17: Entry 2 of 4

File: USPT

Apr 25, 2000

US-PAT-NO: 6055573

DOCUMENT-IDENTIFIER: US 6055573 A

TITLE: Communicating with a computer based on an updated purchase behavior
classification of a particular consumer

DATE-ISSUED: April 25, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gardenswartz; Will H.	Annapolis	MD		
Banker; David W.	Mt. Baldy	CA		
Goidel; Melissa B.	New York	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
SuperMarkets Online, Inc.	Greenwich	CT			02

APPL-NO: 09/ 226174 [\[PALM\]](#)

DATE FILED: January 7, 1999

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATIONS This application claims priority from U.S.
Provisional Application Ser. No. 60/114,462, filed Dec. 30, 1998, which is
incorporated herein by reference .

INT-CL: [07] [G06 F 13/00](#)

US-CL-ISSUED: 709/224; 709/219, 709/223, 705/26

US-CL-CURRENT: [709/224](#); [705/26](#), [709/219](#), [709/223](#)

FIELD-OF-SEARCH: 709/201, 709/202, 709/206, 709/217, 709/218, 709/219, 709/223,
709/224, 705/26, 705/27, 705/10, 705/1, 707/10

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

[Search Selected](#)[Search ALL](#)[Clear](#)

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
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ART-UNIT: 278

PRIMARY-EXAMINER: Vu; Viet D.

ATTY-AGENT-FIRM: Oblon, Spivak, McClelland, Maier & Neustadt, P.C.

ABSTRACT:

A method, system, and computer program product for delivering a targeted advertisement. A first identifier, such as a cookie, corresponding to the a first computer is received from the first computer. A targeted advertisement is delivered to the first computer in response to receiving the first identifier from the first computer. The targeted advertisement is based on the observed offline purchase history of a consumer associated with the first identifier. The invention includes the delivery of a promotional incentive for a consumer to comply with a particular behavioral pattern. The behavioral pattern may be a predefined change in purchase behavior or continuance of an established purchase behavior. The targeted advertisements sent to consumers may be changed and/or refined based on changes in consumers' purchase history behaviors.

12 Claims, 14 Drawing figures

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L17: Entry 2 of 4

File: USPT

Apr 25, 2000

DOCUMENT-IDENTIFIER: US 6055573 A

TITLE: Communicating with a computer based on an updated purchase behavior classification of a particular consumer

Application Filing Date (1):

19990107

Detailed Description Text (55):

32-37
FIG. 10 is a flowchart showing how a value contract may be implemented. In step 1000, the analytics unit 16 searches the purchase history database 8 for consumers whose master records indicate that they are eligible for receiving a value contract offer. The eligibility of each consumer may depend on any desired factor(s) including the purpose of the contract, whether the consumer's observed offline purchase history meets certain criteria, and the consumer's response to previously delivered targeted advertisements including value contracts. As an example, assume the value contract will reward consumers who buy Brand Z soda twice a week. In this case, it may not be desirable to offer the value contract to consumers who are known Brand Z fanatics, i.e., consumers whose observed offline purchase histories indicate that they need no incentive to purchase large quantities of Brand Z soda. Therefore, the criteria used to determine the eligibility of consumers may be "any consumers who have made less than twelve purchases of Brand Z soda in the last six weeks," for example. As another example, the criterion may be "any consumers who made less than ten purchases of Brand Z soda, but more than 10 purchases of Brand X soda in the last six weeks."

Current US Cross Reference Classification (1):

705/26

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)